

Collapse All Sections

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File Form 398

Help

Federal Communications Commission

Washington, DC 20554

Approved by OMB

3060-0754

FCC 398

Children's Television Programming Report

Report reflects information for quarter: 2nd Quarter

2010

Licensee Information - (click to hide section)

1. Call Sign

Channel Number

Community of License

County

Zip Code

KMOV-TV

Analog

City

State

Digital

24

St. Louis

Missouri

St. Louis

63102

Licensee

KMOV-TV, Inc.

☒ Network Affiliation

CBS

Nielsen DMA

☐ Independent

St. Louis

Facility ID Number

770034

Previous Call Sign (if applicable)

World Wide Web Home Page Address  
(if applicable)

www.kmov.com

License Renewal Expiration Date

02/01/2014

(mm/dd/yyyy)

Analog Core Programming - (click to show section)Non-Core Educational and Informational Programming - (click to show section)Sponsored Core Programming - (click to show section)Digital Core Programming - (click to hide section)

Clear Section

7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? ☐ Yes ☒ No
- c. If 'Yes' to 7b, the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. ☐ Yes ☒ No
- If 'No' to 7c, submit as an Exhibit a Statement of Explanation. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)
8. a. State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.
- b. State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671.
9. a. Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? ☒ Yes ☐ No
- b. Identify publishers who were sent information in 9.a.

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News. KMOV-TV also provides information identifying the core programs including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, Belleville News Democrat, Alton Telegraph, Cahokia Dupo Herald, The Daily Standard, Clay county Reporter, Hillsboro Journal, Forrest Park Community College, Healthcare Publication, East St. Louis Monitor, St. Louis Post-Dispatch, St. Louis Argus, State Journal, Video Viewing, Meramec College, Cable TV Service, and Prevue Networks.

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program

Program 1



Clear

Program

Data



Delete

Program

Title of Program 1

Origination

At The Zoo (4.1)		Local	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Saturdays 10am	13	0	Create
Length of Program	30 minutes		
Age of Target Child Audience	13 years to 16 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
<p>Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

## Program 2

<a href="#">Clear Program Data</a>		<a href="#">Delete Program</a>	
Title of Program 2		Origination	
BUSYTOWN MYSTERIES - I (4.1)		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Saturdays 9:30am	13	0	Create
Length of Program	30 minutes		
Age of Target Child Audience	3 years to 7 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
<p>Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

## Program 3

<a href="#">Clear Program Data</a>		<a href="#">Delete Program</a>	
Title of Program 3		Origination	
NOONBORY AND THE SUPER SEVEN - I (4.1)		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Saturdays 11am	13	0	Create
Length of Program	30 minutes		
Age of Target Child Audience	3 years to 6 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
<p>Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the boys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gurus, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

## Program 4

<a href="#">Clear Program Data</a>	<a href="#">Delete Program</a>
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Data		Program		Origination	
Title of Program 4		SABRINA: THE ANIMATED SERIES (4.1)		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report		
Sundays 7am	13	0	Create		
Length of Program	30 minutes				
Age of Target Child Audience	7 years to 12 years				
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.					
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>					
Does the Licensee identify the program by displaying throughout the program the symbol E/I? <input checked="" type="radio"/> Yes <input type="radio"/> No					

## Program 5

Clear Program Data		Delete Program		Origination	
Title of Program 5		Strawberry Shortcake (4.1)		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report		
Saturdays 10:30am	13	0	Create		
Length of Program	30 minutes				
Age of Target Child Audience	3 years to 6 years				
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.					
<p>In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital</p>					
Does the Licensee identify the program by displaying throughout the program the symbol E/I? <input checked="" type="radio"/> Yes <input type="radio"/> No					

## Program 6

Clear Program Data		Delete Program		Origination	
Title of Program 6		SABRINA: THE ANIMATED SERIES (4.1)		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report		
Sundays 7:30am	13	0	Create		
Length of Program	30 minutes				
Age of Target Child Audience	7 years to 12 years				
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.					
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>					
Does the Licensee identify the program by displaying throughout the program the symbol E/I? <input checked="" type="radio"/> Yes <input type="radio"/> No					

Program 7

[Clear  
Program  
Data](#)

[Delete  
Program](#)

Title of Program 7

At The Zoo (4.2)

Origination

Local

If preempted, complete  
Digital Preemption Report

Days / Times Program Regularly  
Scheduled

Sundays at 8am, 8:30am, 9am, 9:30am 10am, 10:30am

Total times aired at  
regularly scheduled time

78

Number of  
Preemptions

0

Create

Length of Program

30

minutes

Age of Target Child Audience

13

years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

[Add>](#) 1 empty Program Reports

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? ☒ Yes ☐ No

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

[Non-Core Educational and Informational Programming - \(click to show section\)](#)

[Sponsored Core Programming - \(click to show section\)](#)

[Other Matters - \(click to hide section\)](#)

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.

Program 1

[Clear  
Program  
Data](#)

[Delete  
Program](#)

Title of Program 1

At The Zoo (4.1)

Origination

Local

Days / Times Program Regularly  
Scheduled

Saturdays 10am

Total times to be  
aired

13

Length of  
Program

30

minutes

Age of Target Child Audience

13

years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

Program 2

[Clear  
Program  
Data](#)

[Delete  
Program](#)

Title of Program 2

Origination

Network



BUSYTOWN MYSTERIES - I(4.1)

Network

Days / Times Program Regularly  
ScheduledTotal times to be  
airedLength of  
Program

Age of Target Child Audience

Saturdays 9:30am

13

30

minutes

3

years to

7

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

## Program 3

[Clear  
Program  
Data](#)
[Delete  
Program](#)

Title of Program 3

Origination

NOONBORY AND THE SUPER SEVEN - I(4.1)

Network

Days / Times Program Regularly  
ScheduledTotal times to be  
airedLength of  
Program

Age of Target Child Audience

Saturdays 11am

13

30

minutes

3

years to

6

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gury's, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

## Program 4

[Clear  
Program  
Data](#)
[Delete  
Program](#)

Title of Program 4

Origination

SABRINA: THE ANIMATED SERIES - I(4.1)

Network

Days / Times Program Regularly  
ScheduledTotal times to be  
airedLength of  
Program

Age of Target Child Audience

Sundays 7am

13

30

minutes

7

years to

12

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

## Program 5

[Clear  
Program  
Data](#)
[Delete  
Program](#)

Title of Program 5

Origination

SABRINA: THE ANIMATED SERIES - II(4.1)

Network

Days / Times Program Regularly  
ScheduledTotal times to be  
airedLength of  
Program

Age of Target Child Audience

Sundays 7:30am

13

30

minutes

7

years to

12

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

## Program 6

Title of Program 6

Origination

Days / Times Program Regularly Scheduled

Total times to be aired

Length of Program  
 minutes

Age of Target Child Audience  
 years to  years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

## Program 7

Title of Program 7

Origination

Days / Times Program Regularly Scheduled

Total times to be aired

Length of Program  
 minutes

Age of Target Child Audience  
 years to  years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

empty Program Reports

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?

☒ Yes ☐ No

## 16. Children's Programming Liaison Information

Name

Telephone Number (include area code)

Address

Email Address

City

State

Zip Code

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.

On September 7, 2009, KMOV began airing doplar radar 24/7 on 4.2, its second digital stream. KMOV airs 6 half hours per week of "At The Zoo".

To clarify the channel number listed in Question 1, KMOV operates on RF Channel 24. Channel 4 is its virtual channel, by which it is known to its viewers.



WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee

Signature

KMOV-TV

Date

7/9/2010

#### Electronic Filing Operations

Check Data

Run checks to look for data errors.

File Form 398

Send the values to the FCC as an FCC 398 filing.

Reset

Reset data to last updated values.

Update Local Data

Update data into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File.

Report to Print

Get a version of this FCC 398 Report for printing.

====> Get Online Filing System User's Manual

====> Get Official FCC 398 Instructions

FCC Form 398  
March 2006